A QUICK GUIDE

LABEL 2020
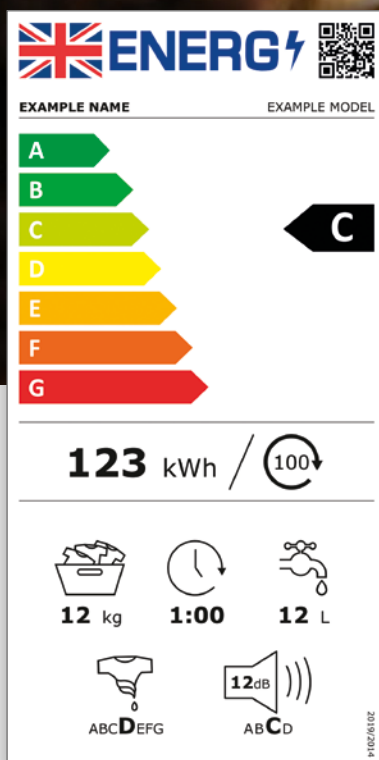
ENERGY LABELLING FOR ONLINE SALES: RETAILER GUIDE

Energy labels inform consumers about the energy efficiency of a wide range of electrical products, helping them choose those that use less energy and resources, resulting in lower running costs.

As well as in physical stores, labelling obligations apply to online sales. This guide has been produced to give you an understanding of the energy labelling requirements you need to follow when selling electrical products online.

As of March 2021 (October 2021 for lighting), new energy labels have been available for the sale of the following product groups:

HOME REFRIGERATORS AND FREEZERS
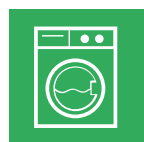
WASHING MACHINES AND COMBINED WASHER-DRYERS

DISH WASHERS

TELEVISIONS AND ELECTRONIC DISPLAYS

energylabel.org.uk

energy saving trust

Where and how should they be displayed?

The energy label and product information sheet must be **displayed** on all webpages where the price is displayed and the relevant products can be ordered. This applies to **individual** product pages and **multiple** product pages such as a **catalogue** page or **shopping basket**.

There are two main ways to display the energy labels and product information sheets: **nested**, or **fully displayed** on the webpage. In all cases the energy label and product information sheet must be:

- Close to the price of the product
- Clearly visible and legible

Display option 1

£799

Nested Display of the energy label and product information sheet

- An arrow graphic should be shown which **must link to the "full label"** of the product and must **correspond to the energy class** of the label (both the colour and letter).
- The arrow must be displayed on the screen **near the product price**.
- The label must appear **on the first mouse click**, mouse scroll, or touch screen extension of the arrow image and be displayed as a pop up, new tab/page or inset screen display.
- The **font size** of the **letter** within the arrow must be **greater than or equal to the price** on screen (see image on the left).
- A link called 'product information sheet' must be shown **close to the price**.
- The product information sheet should be **clearly visible and legible**.
- The product information sheet should appear **on the first mouse click**, mouse roll-over or tactile screen expansion on the link.

Example

Nested Display – Individual product specific page

Brand name   ABC 12345   40" Smart LED TV
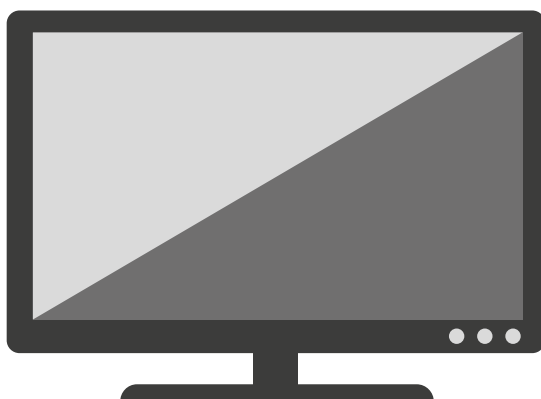
Product features:
- Smart
- Full HD 1080p
- LED screen

£299

Product information sheet

Delivery 1 – 2 working days

Add to basket

Example   Nested Display – Multiple-products per page

A↑G **C** **£399**

THE FONT SIZE OF THE LETTER WITHIN THE ARROW (INDICATING THE CLASS) MUST BE GREATER THAN OR EQUAL TO THE PRICE

THE PRODUCT INFORMATION SHEET HAS TO BE DISPLAYED IN CLOSE PROXIMITY TO THE PRICE

THE ENERGY LABEL HAS TO BE DISPLAYED AFTER ONE MOUSE CLICK, ROLL-OVER OR TAP

Brand name
ABC 12345
Fridge 225 Litres
Freezer 95 Litres
Frost free

REMOVE ITEM
£299
A↑G **D**
Product information sheet

Brand name
ABC 12345
Washing machine
1600 rpm spin

REMOVE ITEM
£349
A↑G **C**
Product information sheet

Brand name   ABC 12345
£249
A↑G **B**
Product information sheet

Brand name   ABC 12345
£349
A↑G **C**
Product information sheet

Brand name   ABC 12345
£229
A↑G **D**
Product information sheet

Brand name   ABC 12345
£299
A↑G **B**
Product information sheet
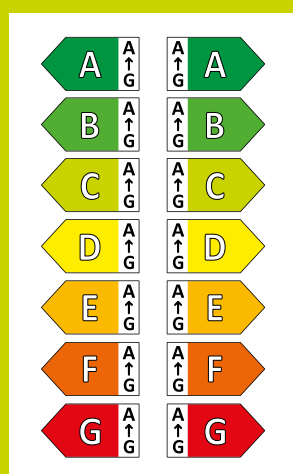
Brand name   ABC 12345
£199
A↑G **E**
Product information sheet

Brand name   ABC 12345
£349
A↑G **B**
Product information sheet

When displaying the energy class and the range of energy efficiency classes the arrow graphic should follow these specifications:

- the letter within the arrow should be in 100% white, bold Calibri font and at least identical in size to the text indicating the price.
- the colour of the arrow should correspond to the colour of the energy efficiency class.
- the range of available efficiency classes should be 100% black font.
- the size must be such that the arrow is clearly visible and legible.
- the letter inside the arrow indicating the energy efficiency class must be in the middle of the rectangular part of the arrow with a 100% black border, 0.5 point in thickness, both around the arrow and the letter indicating the energy efficiency class.
- The arrow graphics can be downloaded from **https://energylabel.org.uk/for-professionals/resources/**

■ The full label and product information sheet can be displayed with the product.

■ They must be close to the product price and be of a size that they are clearly visible and legible.

Brand name   ABC 12345   40" Smart LED TV

£299

Delivery 1 – 2 working days

Add to basket

Product features:
• **Smart**
• **Full HD 1080p**
• **LED screen**

Product information sheet concerning the Commission Delegated Regulation (EU) 2019 / 2017

123 kWh/1000h

ADVERTISEMENTS AND TECHNICAL PROMOTION MATERIALS

Advertisements for specific products

Suppliers and retailers should ensure that any visual advertising and technical promotional material for a specific appliance model or product, including advertising on the internet, includes the relevant and correct arrow icon showing:

■ the energy efficiency class.

■ the range of energy efficiency classes available on the label.

This obligation also applies to **printed or electronic catalogues and leaflets**, where the consumer has the option of ordering the product by clicking on the product, by telephone or in another form.

Check this additional guide from the Advertising Standards Agency.

Examples of incorrect online product labelling

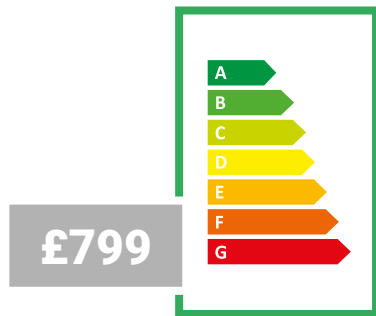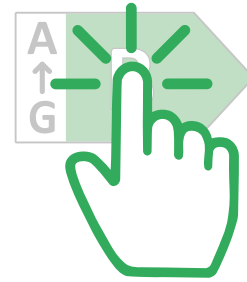|	WRONG	CORRECT
ENERGY CLASS FONT SIZE IS SMALLER THAN THE PRICE		
MARKING OF OTHER PARAMETERS		
CUSTOM ARROW DESIGN		
INCORRECT TERMINOLOGY FOR PRODUCT INFORMATION SHEET DESIGNATION		
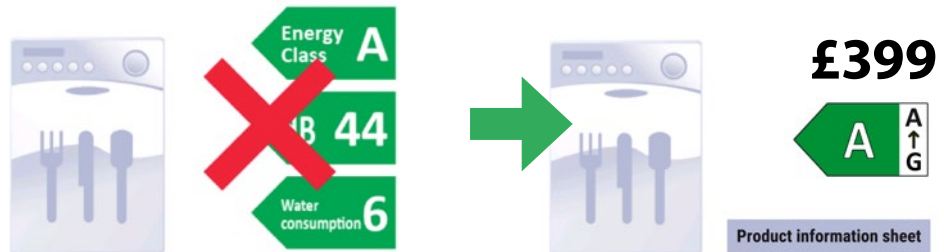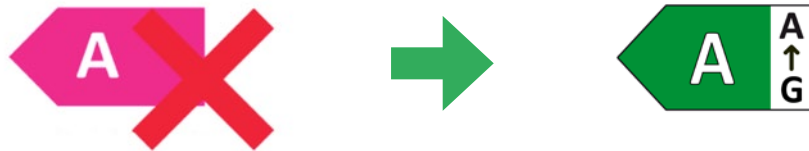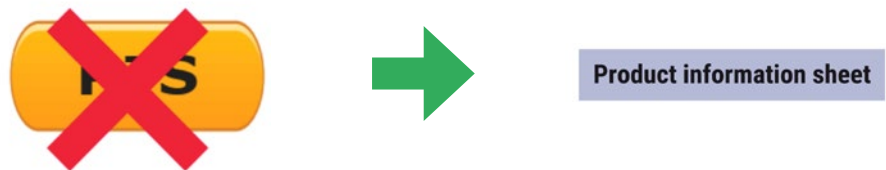
Energy labelling obligations for online sales – summary:

ENERGY LABEL

£799

Location **near the price**.

ENERGY LABEL

If an embedded page is used,
it will appear **after the first click**.

IN CASE OF USING THE GRAPHIC ARROW

A↑G **B** £399

Close to the price. The arrow includes
the available range of classes. The
energy class font size is **equal** to or
greater than the font size of the price.

INFORMATION SHEET

£399

Close to the price. Font size so that it
is **clearly visible and legible**. Named
Product Information Sheet.

Detailed requirements for the energy label when sold at a distance
or via the internet are in Annexes VII and VIII of the Regulations.

ADDITIONAL INFORMATION

■ **Obligations of internet hosting platforms:** If an Internet site sells these appliances directly, then the hosting service provider shall make sure that the electronic label and electronic product information sheet (provided by the dealer) are able to be displayed (and with the correct mechanisms) as described in this guide and in Annex VIII of each products' regulation. The hosting service provider shall also inform the dealer of the obligation to display them.

■ In the case of **combined washer-dryers** – where there are two energy efficiency classes – the energy class on the left hand side is used to indicate the energy efficiency class of the product. The energy efficiency class on the left is for the complete washing and drying cycle and the class on the right shows just the washing cycle.

■ Obligations regarding energy labelling on the internet for **other product groups**, such as dryers, air conditioners, ovens, extractor hoods, etc., remain in force in their original form – they also include the obligation to issue an energy label and product information sheet when sold on the internet.

■ It is not necessary to use the energy label for already used goods (unless they are imported from countries outside the EU). This is particularly the case for used products for which it would be difficult to trace and display the relevant energy label. However, if products are returned within 14 days, we recommend that when reselling the product, the label and information sheet are indicated as they would be for a new product.

Co-financed from the programme Horizon 2020.

Contact and further information:

energylabel.org.uk/ about/uk-contacts/

Legislation on energy labelling for individual product groups is available at:

energylabel.org.uk/ for-professionals/legislation/

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Thank you to SEAI for support with content and graphics for this guide.

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